

The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
“Nurturing Business and Banking Sustainability”  
Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

**Proceeding Book of**  
**The 2<sup>nd</sup> International Conference on Business and Banking Innovations**  
**(ICOBBI) 2020**  
**“Nurturing Business and Banking Sustainability”**  
**Surabaya, 14 - 15<sup>th</sup> August 2020**

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# The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)

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### FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2<sup>nd</sup> International Conference on Business and Banking Innovations was held on 14<sup>th</sup> – 15<sup>th</sup> August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Elisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program  
STIE Perbanas Surabaya

**Prof. Dr. Tatik Suryani, M.M.**

## Tabel of Content

Cover.....	i
Committee.....	ii
Reviewers.....	iii
Foreword.....	iv
Table of Content.....	v

### Marketing

Analyzing Competitive Strategies in Food SMEs Post Pandemic Covid-19 (Case Study in Madiun Municipality) .....	1 - 9
Tatik Mulyati; Saraswati Budi Utami; Hendro Susi	

Effect of Support Services And Relationship Quality on Customer Loyalty and Repurchase Intention on Johnson & Johnson Customers in Surabaya.....	10 - 21
Fеды Ardiansyah	

The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction in Rollaas Cafe Mall City of Tomorrow Surabaya .....	22 - 31
Brahma Satrya	

Analysis of Logistics Services Quality Using SERVQUAL Method in Surabaya City: Literature Review and Research Suggestion .....	32 - 36
Andini Anastasia Novitasari	

Exploration of Factors Affecting Customer Satisfaction and Loyalty in Community Pharmacies in Thailand: A Qualitative Study.....	37 - 43
Ramida Maruay; Chonlatis Darawong; Boonkiat Wisittigars	

The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City .....	44 - 49
Farhan Hisyam; Tatik Suryani	

Performance Analysis Through Intrinsic and Extrinsic Motivation with Work Satisfaction as Intervening Variables in Retail Company Employees in Surabaya (Case Study on Employees of PT. Lotte Mart Marvel Surabaya).....	50 - 55
Firdaus	

Influence of Work Fatigue, Unclear Tasks and Management Career on Employee Turnover at PT. Sulselbar Bank.....	56 - 64
Rosnaini Daga; Armi Pasampang; Aminuddin Hamdad	

Performance of Service In General Hospital City of Surabaya Era Covid-19.....	65 - 71
Feliks Anggia B.K. Panjaitan; Hwihanus; Adiati Trihastuti; Hotman Panjaitan	



Workability and Self Awareness on Employee Engagement in Indonesian Manufacturing Industries.....	72 - 78
Siti Mujanah	
Increasing Performance through Motivation and Competence at 17 August 1945 University Surabaya.....	79 - 89
Sri Budi Kasiyati; Endang Setyowati; Ida Bagus Cempena	
Developing Brand Loyalty.....	90 - 97
Estik Hari Prastiwi	
E-Marketing Adoption As an Alternative Solution For Fight Back The Covid-19.....	98 - 105
Febrianur Ibnu Fitroh Sukono Putra	
The Approach of The Agility Social Innovation: A Dynamic Capability Strategy.....	106 - 112
Mufti Agung Wibowo	
Quality of Work Life and Work Stress on Employee Performance .....	113 - 117
Sumiati	
Word of Mouse: How e-WOM Influence Consumer Behavior (A Study of UNTAG Surabaya Student) .....	118 - 128
Nanis Susanti	
The Effect of Service Quality, Customer Trust, Brand Image and Electronic Word of Mounth on Online Purchasing Decisions on Shopee Customers in Surabaya .....	129 - 144
Anis Fitriyasari	
The Effect of Marketing Mix 7Ps, Customer Experience, and Customer Relationship Marketing on Customer Loyalty Mediated by Indomaret Customer Satisfaction in Surabaya.....	145 - 152
Citra Putri Ramadani	
The Impact Of Celebrity Endorser And Self-Connection Of The Brand On The Equity Of The Brand .....	153 - 166
Mahmud; Mia Dika Anggraini	
The Brand Loyalty Determining Factors: The Role of Self Brand Connection, Brand Love, Brand Trust And Brand Image (at PT. Eloda Mitra) .....	167 - 174
Budi Anandya; Ni Made Laksmi Oktavia	
The Effect of Website and Social Media on Customer Behavior Responses .....	175 - 182
Tatik Suryani; Abu Amar Fauzi; Mochamad Nurhadi	
What Makes Tencent Becomes a Successful Business? a Case Study Analysis of Tencent.....	183 - 190
Binsar Energia Pratama Napitupulu	

The Effects of Social Media Marketing Activities on Brand Love and Brand Trust That Have an impact on Brand Loyalty of Visval Bags Consumers.....	191 - 196
Novian Navas Mahardhika	
Analysis the Effect of Marketing Mix on Consumer Decisions in Buying Paint Products ...	197 - 205
Febrianto Ramadhan	
Analysis of The Impact of The Development of Inolobunggadue Central Park (ICP) on Micro, Small And Medium Enterprises in Konawe Regency.....	206 - 212
Abdul Razak	
The Effect of Transformational Leadership and Work Commitment on Incentives and Disaster Preparedness for Southeast Sulawesi Province Disaster Preparedness .....	213 - 222
Bakhtiar Abbas	
The Effect of Service Quality on Civil Population Document Towards Society’s Satisfaction and Trust for Population and Civil Registry Office of Kendari City.....	223 - 232
Nofal Supriaddin	
CRM Impact on Customer Satisfaction and Customer Loyalty at Garuda Indonesia: The Airline of Indonesia .....	233 - 240
Muhamad Reynaldi Adhyaksa	
The Implementation of Simple Form Gamification In Companies .....	241 - 246
Nathania Agatha Benita	
Social Entrepreneurship dan Peningkatan Ekonomi pada Siswa SMA Selamat Pagi Indonesia .....	247 - 254
Azwar Cholili	
Leaping Innovation Barriers For Business Longevity Purpose Based on Different Measurements of Innovation .....	255 - 261
Mia Novinda Mudjiono	
Business Model Analysis: A Study Case in Wood Pellet Industry.....	262 - 267
Kadek Budiadnyana Putra	
Drivers And Barriers Of Purchasing Groceries Online In Surabaya :Age, Gender, Educational Level And Experience As Moderating Variables .....	268 - 273
Diky Murdoyo Rahadiarto	
Optimization Services and Strategies Toward Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya .....	274 - 282
Sukesi	

The Influence of Investment Knowledge, Investment Motivation, Investment Capital and Investment Risk Perception on Investment Interest in Capital Markets (Study On Feb Dr. Soetomo University Students)..... 283 - 288  
Sri Handini

The Effects Of Human Capital And Strategic Partners On Strategic Planning And Organizational Performance (Study at PT. Segar Murni Utama) ..... 289 - 296  
JFX. Susanto Soekiman

The influenxe of Utilitarian Value, Hedonic Value, and Perceived Risk on Customer Satisfaction and Customer Loyalty to Shopee Customers in Surabaya..... 297 - 303  
Nensi Laurence Nggai; Dudy Anandya

Unisfat The Pattern of Spatial Interaction of Workers in Central Java Province using the Explanatory Spatial Data Analysis (ESDA) Approach ..... 304 - 315  
Caroline; Achmad Nuruddin S.; Ety Puji Lestari; Ceasilia Srimindarti; Teguh Imam Rahayu

Analysis Web-Based Customer Relationship Management Strategy at PT. ABC ..... 316 - 320  
Alfred Turisnol

The Influence of Planned Behavior On The Level of Customer Trust And Satisfaction In Determining Loyalty In Green Hotels In Indonesia ..... 321 - 328  
Hayuning Purnama Dewi

**Financial**

Independence Financial Expertise in Audit Committee and Tax Avoidance: is business strategy moderate this relationship? .....329 - 337  
Ms. Lisa Gabrielle; Devie; Juniarti

Effect of Asset Quality, Liquidity, Solvability, Efficiency and Good Corporate Governance (GCG) Towards Go Public Bank Profitability In Indonesia .....338 - 350  
Ramlan

Credit Quality Stress Tests Based on Macroeconomics at Bank Persero in Indonesia in 2008 - 2016 .....351 - 359  
Elna Arlina Nandasari

Decision On The Utilization Of Digital Payment In Millennial Generation Based On Perceived Experience.....360 - 365  
Karta Negara Salam; Muh. Imam Taufiq

Determining Factors of Thin Capitalization Practices in Indonesia .....366 - 381  
Jepri Duwi Safrudin; Diah Hari Suryaningrum



The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
 "Nurturing Business and Banking Sustainability"  
 Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

Factors That Become A Customer Considerations Become A Brachless Bangking Agent ..382 - 388  
 Novita Rosanti

Going Concern and Liquidity Perspective in Indonesia Manufacture Industry.....389 - 394  
 Tri Ratnawati; Widi; Rahmiyati; Nekky

Influence Of Debt Policy And Cash Ratio On Dividend Policy On IDX30 Index In Indonesia Stock Exchange.....395 - 400  
 Muhammad Ashary Anshar; Ichbal Warimin

Performance Analysis Of Share And After Online Application On The Sector Registered Transportation In Indonesia Exchange .....401 - 406  
 Rachman Suwandar; Hartina

Measuring The Performance of the Surabaya City Regional Budget Value For Money Analysis.....407 - 414  
 Risanda Alirastra Budiantoro; Tito Aditya Perdana

A Syestematic Literature Review of Liquidity, Asset Quality, Size, Solvability and Efficiency of Probability on National Private Commercial Banks Go Public .....415 - 421  
 Devinta Ayu Ramadhani

The Effect of Multiple Role Conflict on Employees Performance Moderated By Self Efficac .....422 - 428  
 Awanis Linati Haziroh, S.M, M.M.; Amanda Dyla Pramadanti; Raden Ayu Aminah R.P.S;  
 Febrianur Ibnu Fitroh Sukono Putra

The Factors of Banking Capital Structure Determination in Indonesia.....429 - 434  
 Foza Hadyu Hasanatina; Amalia Nur Chasanah; Vicky Oktavia

Identification and Analysis of Regional Economic Growth Patterns in the New Autonomous Region of Southeast Sulawesi Province.....435 - 448  
 H. Mahmudin A. Sabilalo

Corporate Partnership of PT. SKLT with Crackers MSME in Sidoarjo As a Form Corporate Social Responsibility (CSR) .....449 - 463  
 Jimmy Herlambang

Influencing Factors Safety Quality Cost Delivery People (SQCDP) on Lean Manufacturing Implementation at Directorate Production Indonesian Aerospace (IAe).....464 - 471  
 Niza Nurmalasari; Ida Aju Brahmasari; Ida Aju Brahma Ratih

Increasing the Role Of Bank Financial Institutions and Non-Bank Financial Institutional in Providing Optimal Distribution For Communities During The COVID-Pandemic.....472 - 479  
 Matdio Siahaan

The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
"Nurturing Business and Banking Sustainability"  
Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

Utilization of Payment Gateway in Fundraising from a Management Perspective of Zakat, Infaq, and Alms: A Case Study of Baitul Maal Hidayatullah Surabaya .....480 - 486  
Sarah Lutfiyah Nugraha and Ika Yunia Fauzia

The Impact of Capital Structure Towards Firm Performance Moderated by Corporate Governance in LQ-45 Company in BEI at 2013-2018.....487 - 495  
Gabby Markus Angkasajaya; Putu Anom Mahadwartha

# Optimization Services and Strategies Towards Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya

Sukesi

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## ABSTRACT

Integrated service unit concentrated in training program of Surabaya is an organization that carries out its duties and functions in managing work/skills training for workers. The succession of this department in providing work/skills training depends on the ability of the organization's management to manage the skill training that is carried out. The present study aims to analyze optimization regarding service promotion, type of training, distribution channels and costs significantly influence the value of training participants' satisfaction. The present study uses accidental sampling technique by using 170 respondents. The statistical analysis technique regarding hypothesis testing is using the F test and t test in which it is obtained through each significant result with implications for maintaining funding with APBD funds because it has the strongest influence on the value of training participants' satisfaction, and the type / technical training program.

## 1. INTRODUCTION

The Service quality built by a company or government organization in providing public services is currently expected by its users in general. However along with social demands and technological advances, the expectations are becoming impossible to achieve. Services value in accordance with the conditions and needs in the community is more valuable and beneficial even beyond expectation. Valuable service is more appropriate and flexible in general for community needs or stakeholders. This is in line with the statement of Sukesi (2011, 71) stated that there are logical consequences from the community as value users in perceiving service, the impression of community feeling when services are provided where expectations and needs are met. On the other hand, technological advances in the business caused many companies that have used technological equipment both for production and administration also shift to computerize for effectiveness. Thus, work that needs human resources to operate manual equipments will slowly change to the reduction in human resources needs.

Human resource is one part of the company's resources, so it has an important role since it is regarded as company asset. Therefore, the presence of human resources must be managed well in order to become a valuable asset for the company, Grand R (1999: 113) HR is provided with both soft skills and hard skills not only in the short-term but also in the long-term needs that oriented to the technology advances . The quality of human resources in organizations or companies is essential and required especially in the globalization era. Each organization will compete to prevail the best position in the economy, Kaengke, Tewal and Uhing (2018,342). Integrated Service Unit concentrated in training program of Surabaya, as a government organization that manage a training education and non-formal skills, has the responsibility to take part in overcome unemployment explosion particularly in Surabaya. Surabaya as a City of Trade and Services is a strategic area for investment. Therefore, Surabaya becomes one of the potential areas as Urban pockets where the invasion of job seekers, especially in the period after school graduation and holiday, that contribute to the unemployment in Surabaya. The following data is the level of open unemployment in East Java until 2018.

\*Sukesi, email address: <sup>1</sup> sukési@unitomo.ac.id

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Table 1  
 Open Unemployment Rate (TPT) based on Regency/City in  
 East Java from 2014 -2018

Regency/ City	Year				
	2014	2015	2016	2017	2018
1	2	3	4	5	6
Malang	7,22	7,28	-	7,22	6,79
Surabaya	5,82	7,01	-	5,98	6,12
Pasuruan	4,43	6,41	-	4,97	6,11
Gresik	5,06	5,67	-	4,54	5,82
Bangkalan	5,68	5,00	-	4,48	5,25
Sidoarjo	3,88	6,30	-	4,97	4,73
Jombang	4,39	6,11	-	5,14	4,64
Pasuruan	6,09	5,57	-	4,64	4,55
Mojokerto	3,81	4,05	-	5,00	4,27
Kediri	4,91	5,02	-	3,18	4,25

Source: Statistics Indonesia, 2020

Several cities and regencies are fluctuating in open unemployment rates, especially for Surabaya in 2018. There are increasing number of unemployment rate from 2017, so this is task for Integrated Service Unit concentrated in Training program of Surabaya to provide productive training programs that right on the target and compatible to the workplace so that it can give contribution in creating jobs opening.

Therefore, it is necessary for Integrated Service Unit concentrated in Training program of Surabaya to have a planning and training program that compatible to the needs of the workplace nowadays. In terms of planning and training programs that will be implemented, it has to be focused on the needs of job openings in companies. Systematically, Integrated Service Unit concentrated in Training program of Surabaya in carrying out its duties and function is need to coordinating with the section in charge before arranging a training program as required, evaluating, monitoring and managing job vacancy requested by companies for job placement and officers to prepare office facilities and infrastructure and work training.

Some of the routine programs activities of Integrated Service Unit concentrated in Training of Surabaya includes: promotion, products, distribution channels, costs and evaluation of training participants' satisfaction. Based on registration data of trainees in the second half year 2017 and the first half of 2018, it can be seen in the following table:

Table 2  
 Participants Training Registration Data 2018

No.	Education	Participants					
		L	P	Total	L	P	Total
1	Junior High School	58	-	58	-	-	-
2	Senior High School	726	189	915	545	154	699
3	Diploma 1	1	3	4	4	-	4
4	Diploma 2	3	-	3	1	-	1
5	Diploma 3	17	19	36	16	11	27
6	Diploma 4	2	3	5	2	-	2
7	Bachelor Degree	40	42	82	89	119	208



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 Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

8	Master Degree	1	-	1	-	-	-
	Total	848	256	1.104	657	284	941

Source: Integrated Service Unit concentrated in training program of Surabaya Data (II / 2017-I / 2018)

In the first semester of 2018 there was a decreasing number of training participants. There was preliminary information about some obstacles faced by participants in the opening of training registration, such as lack of attention and information from registration information unit. Thus, there are several problems arise the first is whether service optimization which includes promotion, type of training, distribution channels and costs has a significant effect on the satisfaction value of training participants at the Integrated Service Unit concentrated in training program of Surabaya and the second is the necessity to formulate an optimization strategy to improve the interest of training participants.

**2. THEORETICAL FRAMEWORK AND HYPOTHESES**

There are some previous studies on service quality and customer satisfaction. One of the studies is the analysis of community satisfaction in the Integrated Licensing Services Office (KPPT) of Mojokerto City conducted by Sukesi, (2017). This study discusses the level of community satisfaction towards services quality of the licensing process in the Integrated Licensing Services Office (KPPT) of Mojokerto. There are two main variables that influence the high level of community satisfaction, the implementation of service announcements and service convenience. Meanwhile Daud, (2013) conducted the study about the influence of promotion and service quality towards consumer decisions using loan services at PT. Bess Finance Manado. This study use theories of promotion, service quality and purchasing decisions. This study aims to see the influence and causal relationship between independent variables including promotion, and service quality with the dependent variable which is purchasing decisions. Melfa Yola, (2013) analyzes the customer satisfaction towards service quality and product prices at supermarkets using the Importance Performance Analysis (IPA) method. This study uses the theory of customer satisfaction, consumer behavior, corporate image, type of retailing supermarket.

**Marketing Management**

Marketing is a social and managerial process for individual or group to obtain what they need through the creation and exchange of products and values, Suyanto (2007: 7). Meanwhile, according to Darmawan (2009: 1) marketing focuses on various concentrations such as consumer behavior, marketing management, marketing research, service marketing, retail marketing, to new concepts.

**Marketing Mix**

Marketing mix (marketing mix) is a tool for marketers consisting of various elements of a marketing program that needs to be considered so that the implementation of marketing strategies and positioning can run well, Lupuyoadi (2006: 70). According to Lupiyoadi, (2009: 70) service marketing mix consists of seven things:

1. *Product* : What kind of service being offered.
2. *Price* : how the pricing strategy.
3. *Promotion* : how promotion should be done.
4. *Place* : how the service delivery system will be applied.
5. *People* : type of quality and quantity of people who will be involved in providing services.
6. *Process* : how the process of operating the service.
7. *Customer service*: what level of service will be provided to consumer

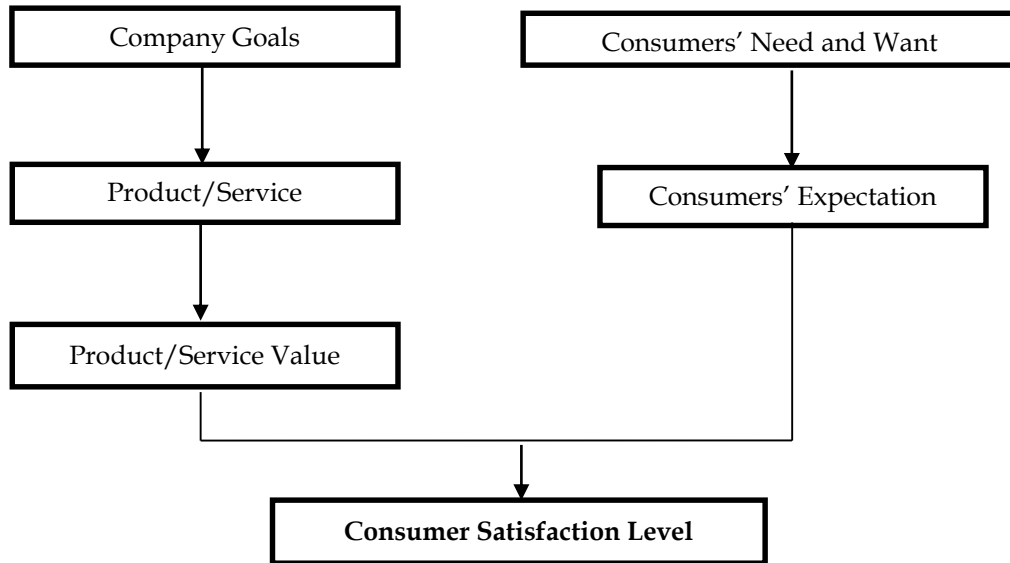
**Community Satisfaction**

Community satisfaction is one of the determining factors for government organizations successes since the community is the consumer of the products / services produced, Sukesi (2017: 128). The concept of user / consumer satisfaction can be explained in the following figure:



**Hypothesis**

Optimization of services which include promotion, type of training, distribution channels and costs significantly influence the value of training participants' satisfaction at Integrated Service Unit concentrated in training program of Surabaya



Source: Fandy Tjiptono (2012)

Figure 1  
 The Concept of Consumer Satisfaction

3. RESEARCH METHOD

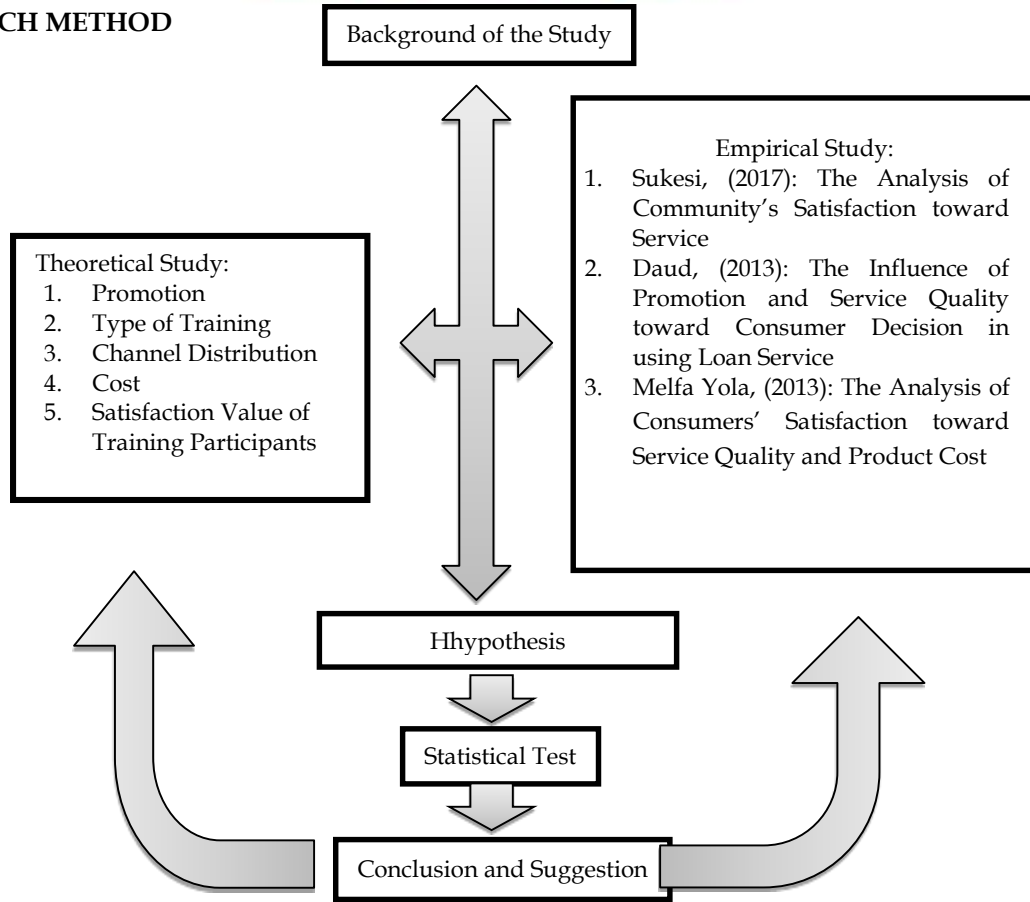
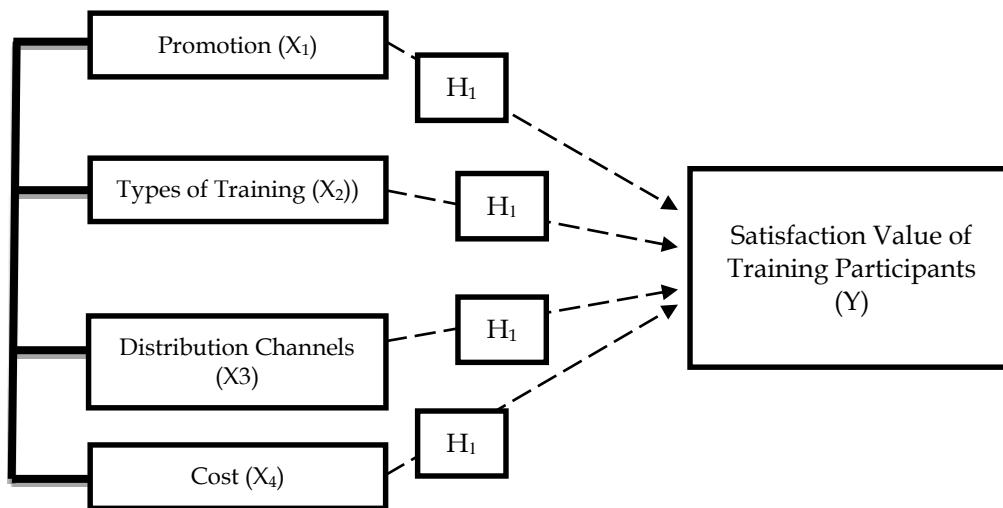


Figure 2  
Flowchart Thinking



Sumber: Reasercher processed data

Figure 3  
Conceptual Framework

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### Definition of Operational Variable

Operational variable is looking for relation between one variable to another and its measurement. (Sarwono, 2006:65). Promotion (X<sub>1</sub>) is a tool in offering training program that conducted by Integrated Service Unit concentrated in training program of Surabaya including : Brochures; Banner; Socialization to High School and Vocational high School; Socialization of training collaboration with government of private organization. Type of Training (X<sub>2</sub>) is a form of work / skill training carried out including: mechanical engineering; Automotive; electrical engineering; technology and information. Distribution channels (X<sub>3</sub>) means channeling vacancies for training graduates including: Vacancy for company job; Encouraging entrepreneurship; Special job fair; Establishing placement cooperation with Government / Private organization. Costs (X<sub>4</sub>), means all expenses incurred in carrying out work / skills training activities including: local budget; State budget; Self-funding; Cooperation with Government / Private organizations. Training participants' Satisfaction Value (Y), means achievement of work training / skills results for training graduates who have skills and competencies in accordance with their vocational training which include the availability of: Information services; instructors competency quality; Adequate classrooms; Equipment for practical work in accordance with the industrial workplaces.

### Population and Samples

The participants population of Integrated Service Unit concentrated in training program of Surabaya in 2018 was 560 respondents. Sampling is a method or technique used to take samples, Hadi, (2004: 183) and according to Priyono (2008: 138) Samples can be selected because it is placed in the right time and situation. Thus, there are 170 respondents available by using accidental sampling technique.

### Data Sources and Analytical Techniques

Besides using secondary data for collecting the data, this study also used questionnaire for primary data from all variables of this study. According to Ghozali, (2018: 45) "variables cannot be measured directly, only formed through observed dimensions / indicators"

Regression analysis in this study is used to determine the relationship between independent variables and dependent variables obtained by data analysis using SPSS Version 25. Multiple Linear Regression Model

$$Y = a + b_{1i}X_{1i} + b_{2i}X_{2i} + b_{3i}X_{3i} + b_{4i}X_{4i} + e$$

## 4. DATA ANALYSIS AND DISCUSSION

In this study, a partial significance test was used to test whether an independent variable (X) contributed to the dependent variable (Y), Kurniawan, (2008: 6)

1. Test of Statistical Significance of Promotion Variable (X<sub>1</sub>):

Table 3

t-test of Promotion Variable using Partial Regression test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.204	1.144		7.172	.000
Promotion (X1)	.389	.084	.336	4.620	.000

Source: Researcher processed data

Value of  $t_{calculated}(4,620) > t_{table}(1,9858)$ , or value of  $sig. 0,000 < sig \alpha = (0,05)$  it means that  $H_0$  is rejected. It can be conclude that promotion has significant effect on the value of training participants' satisfaction.

2. Test of Statistical Significance of Types of Training Variable (X<sub>2</sub>)

Table 4

t-test of Types of Training Variable using Partial Regression test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.533	.853		11.179	.000
Types of Training (X 2)	.282	.061	.338	4.651	.000

Source: Researcher processed data

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 "Nurturing Business and Banking Sustainability"  
 Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

Value of  $t_{calculated}(4,651) > t_{table}(1,9858)$ , or value of  $sig. 0,000 < sig \alpha = (0,05)$  means  $H_0$  is rejected. It can be conclude that types of training have significant effect on the value of training participants' satisfaction.

3. Test of Statistical Significance of Distribution Channels Variable ( $X_3$ )

Table 5

t-test of Distribution Channels Variable using Partial Regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.973	1.232		8.909	.000
	Distribution Channels ( $X_3$ )	.175	.086	.155	2.032	.044

Source: Researcher processed data

Value of  $t_{calculated}(2,032) > t_{table}(1,9858)$ , or value of  $sig. 0,044 < sig \alpha = (0,05)$  means  $H_0$  is rejected. It can be conclude that distribution channels have significant effect on the value of training participants' satisfaction.

4. Test of Statistical Significance of Cost Variable ( $X_4$ )

Table 6

t-test of Cost Variable using Partial Regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.086	.727		13.877	.000
	Cost ( $X_4$ )	.275	.058	.341	4.704	.000

Source: Researcher processed data

Value of  $t_{calculated}(4,704) > t_{table}(1,9858)$ , or value of  $sig. 0,000 < sig \alpha = (0,05)$  means  $H_0$  is rejected. It can be conclude that cost have significant effect on the value of training participants' satisfaction.

**Regression Coefficient Test**

According to Mursinto, (2017: 12) In mathematics, a straight-line function derived from facts (data) that will produce deterministic function. Meanwhile, in linear regression statistics it comes from facts (data) that will produce a stochastic nature (forecast) function.

Table 7

Regression Coefficient Test Using Simultaneous Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.662	1.351		4.931	.000
	Promotion ( $X_1$ )	.235	.099	.203	2.384	.018
	Types of Training ( $X_2$ )	.185	.064	.222	2.910	.004
	Distribution Channels ( $X_3$ )	-.065	.090	-.057	-.718	.047
	Cost ( $X_4$ )	.159	.064	.198	2.507	.013

Source: Researcher processed data

Regression coefficient equation:

$$Y = 6,662 + (0,235)X_{1i} + (0,185)X_{2i} + (-0,065)X_{3i} + (0,159)X_{4i} + e_i$$

#### Discussion

In this study, the hypothesis indicates that the optimization of services including promotion, types of training, distribution channels and costs have significant effect on value of training participants' satisfaction. It is showed by all variables that are in the sig  $0,000 < \text{sig } \alpha = (0,05)$  with value of promotion ( $X_1$ ) is  $t_{\text{calculated}} = 4,620$ , while value of types of training ( $X_2$ ) is  $t_{\text{calculated}} = 4,651$ , value of distribution channel ( $X_3$ ) as showed  $t_{\text{calculated}} = 2,032$ , and value of cost ( $X_4$ ) is obtained  $t_{\text{calculated}} = 4,703$ . It means that Promotion through Brochures, Banner, Socialization to High School and Vocational High School, and Socialization of training collaboration with government of private organization is effective. Meanwhile, types of training with various kinds of specialty work /skills training such as mechanical engineering, automotive, electrical engineering and technology and information are compatible to the community's needs. In addition, distribution channels ( $X_3$ ) which means channeling vacancies for training graduates including: Vacancy for company job; Encouraging entrepreneurs; Special job fair; Establishing placement cooperation with Government / Private organization along with all the expenses incurred in carrying out work / skills training activities including: local budget, State budget, Self-funding, Cooperation with Government / Private organizations have a significant effect to the satisfaction value of Training participants which it indicates the achievement of work/skills training output for training graduates who master skill and competency based on their vocational training. The result of this study is supported by several previous studies such as Sukesu (2017), Daud (2013), Melfa Yola (2013) who conducted the study about the influence of service quality towards consumer's satisfaction in public company. Besides, there are some optimization strategies for socialization through online media that have not been done, curriculum needs to be reviewed, it needs more variations of technical training types and also providing instructors who give many application examples.

#### 5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

##### CONCLUSION

1. The results of hypothesis testing in service optimization which includes promotion, types of training, distribution channels and costs have a significant effect on the value of training participants' satisfaction at Integrated Service Unit concentrated in training program of Surabaya. It is consecutively showed by the value of promotion ( $X_1$ ) that obtained  $t_{\text{calculated}} = 4,620$ , while value of types of training ( $X_2$ ) is  $t_{\text{calculated}} = 4,651$ , distribution channel ( $X_3$ ) value is  $t_{\text{calculated}} = 2,032$ , and value of cost ( $X_4$ ) is  $t_{\text{calculated}} = 4,703$ .
2. There are some optimization strategies for socialization through online media that have not been done, curriculum needs to be reviewed, needing more variations of technical training types and also providing instructors who give many application examples.

##### IMPLICATION

1. Adding soft skills for job seekers.
2. Additional business fields.
3. Strategy and policy formulation for related agencies that aimed at job seekers.

##### SUGGESTION

1. For the Head of Integrated Service Unit concentrated in Training Program of Surabaya to maintain and increase the costs since it has powerful influence on the value of training participants' satisfaction.
2. For employees in the Integrated Service Unit concentrated in Training Program of Surabaya to always maintain and improve the satisfaction of training participants since the impact of service is valuable to the satisfaction of participants.
3. For the next researchers to conduct further study about training competency needs.

##### LIMITATIONS

1. There is difficulty in training costs
2. There is difficulty in finding respondents, so that the number of respondents does not describe the general circumstances
3. There are limited variables because the object of research is in government agencies

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## "Nurturing Business and Banking Sustainability"

Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

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